

# ART + BOOK

Symposium, Dunedin 2014

Lesley Kaiser  
AUT University

THEME: 'Art and Book'/'Against the Odds: The  
Editing, Design and Production of Books'

*The Naughty Nineties* movable book prototype  
(1981), and the paper-engineering roll-on effect in  
tertiary teaching

# Abstract summary

- 'Movable books' epitomise the work of art in book form
- the movable books created by Lesley Kaiser.  
*The Naughty Nineties* [Popup book prototype] for a commercial version + one-off artists books
- Paper-engineering incorporated into the Communication Design degree at AUT University
- 'How old and new technologies might be combined to retain the best of analogue/interactive books, and how movable books can retain value in a world of growing digital interactivity.'

THE NAUGHTY NINETIES  
LESLEY KAISER



Show Naughty Nineties pop-up book video  
This video is also on my website [LesleyKaiser.com](http://LesleyKaiser.com)

THE NAUGHTY NINETIES  
LESLY KAISER





The commercial editions

*The Naughty Nineties: A Saucy  
Pop-up Book for Adults Only*

Intervisual Communications

Concept: Lesley Kaiser

Sold over 300,000 copies



Xavier Sager 1870- 1930

*From Google images*



Charles Dana Gibson 1867-1944

THE NAUGHTY NINETIES  
LESLEY KAISER



2



2

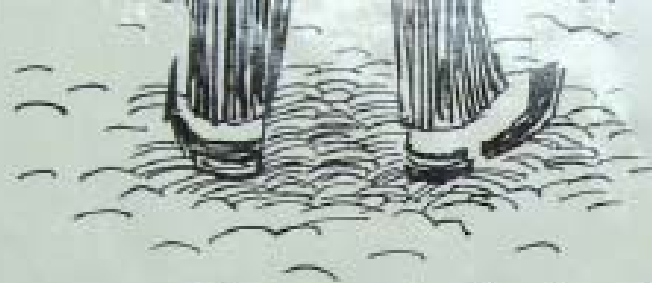


Male gaze introduced



*Indoor sports were also  
strait-laced...  
and sometimes unlaced!*

Historical inaccuracy introduced



*Concept by Lesley Jane Kaiser*

*Written by Peter Seymour Illustrated by Borje Svensson*

*Designed and Paper Engineered by Keith Moseley and John Strejan*

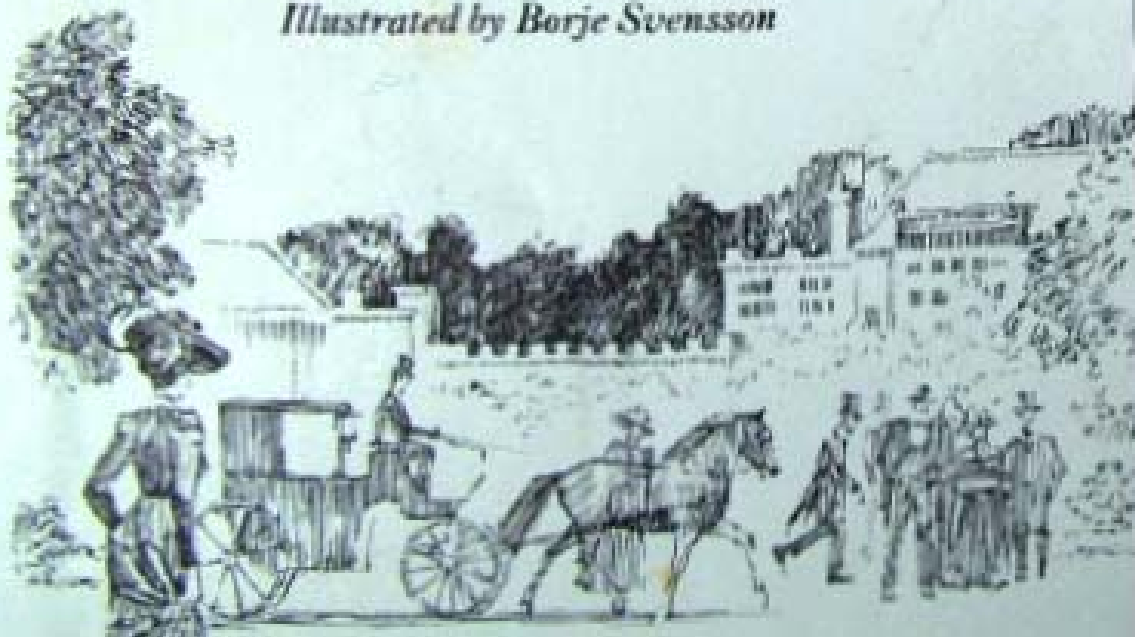
**Collins**

Printed and bound in Colombia, S.A. for Intervisual Communications, Inc., Los Angeles, CA 90045. ICI 601-30

Concept credit on back cover of first edition  
Note lack of paper-engineering credit for Lesley Kaiser

# The Naughty Nineties

*Concept by Lesley Jane Kaiser • Written by Peter Seymour  
Illustrated by Borje Svensson*



Credits on inside front cover of the miniature edition.  
No paper-engineering credits at all this time



*Screen Dreams: A Spectacular Pop-up Entertainment*  
Based on the silent movies of the 1920s. Lesley Kaiser, 1986

SHOW: *Movable Books* Lesley Kaiser [YouTube Video]

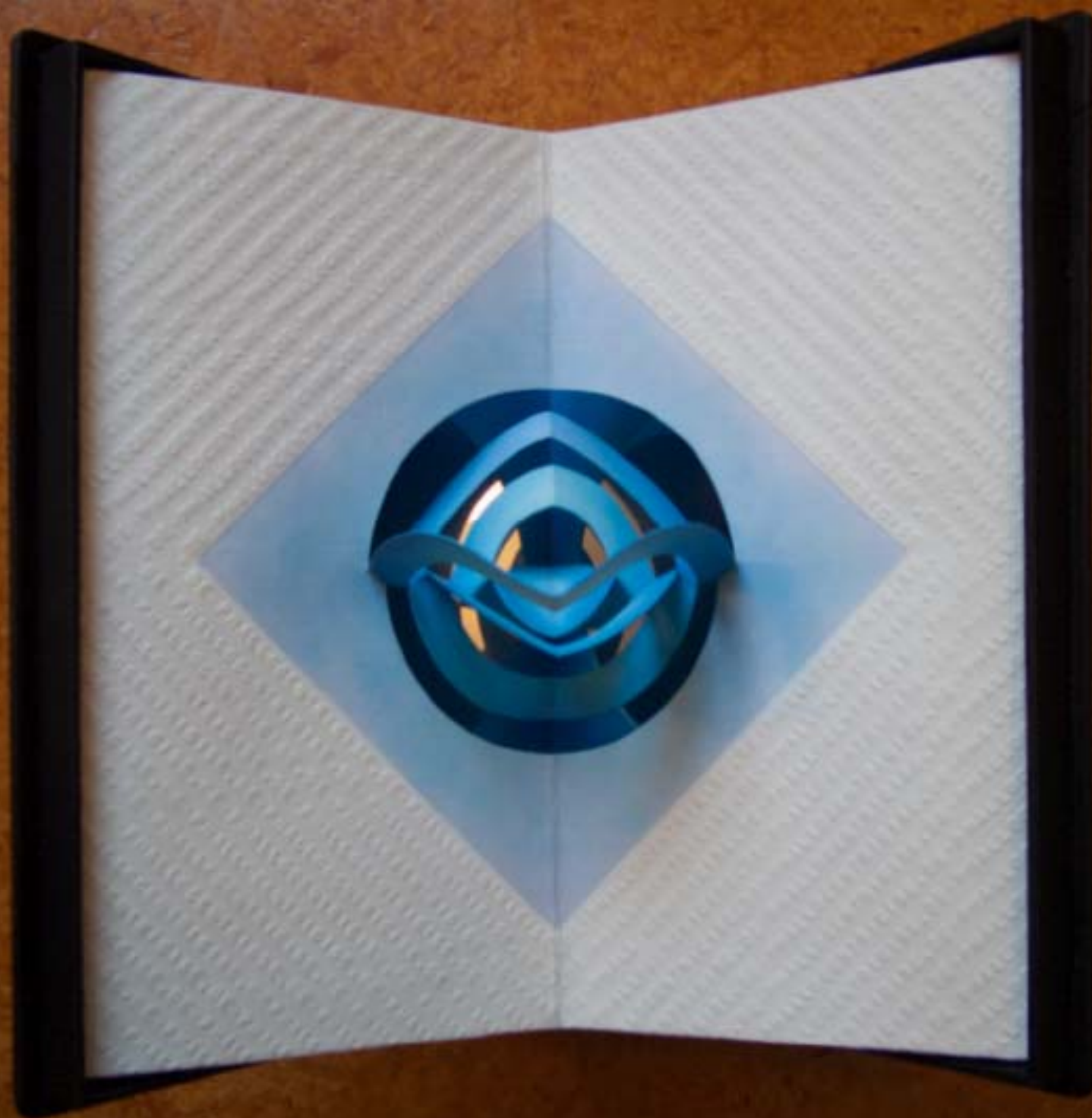
See: *Movable Books* Lesley Kaiser

[YouTube Video]

Also showing at the ART + BOOK exhibition

and it is on my Website at

[www.lesleykaiser.com](http://www.lesleykaiser.com)



Kaiser, L. (1988) *Discourse of Circles [De-phallogcentricise]*





*We think we see ...* (1997) Lesley Kaiser & John Barnett

A GREY AREA



Lesley Kaiser, *The Voyage into matter*, 1988



Methodology for inventing the mechanisms:  
Heuristic exploration along with reflection and action research

# CONTEXT

History of movable books - dates back seven centuries  
from 1200 AD

(SEE: Ellen Rubin, *A History of Pop-up and Movable Books:  
700 Years of Paper Engineering*, 2010).

Initially created for philosophical and scientific texts,  
not for children until 1765

First *erotic* 'movables' were postcards  
in the late 1990s, which provides the perfect context for  
*My Naughty Nineties* pop-up book



## Movable Postcard – 1906. Roller mechanism

*A History of Pop-up and Movable Books.* (2010). Ellen Rubin

**1800s**

## **The First Golden Age of Pop-ups**

**Lothar Meggendorfer** (1847-1925-German) invented rivets for multiple action with one tab. He is considered the genius of all time for paper engineering.

Founding father of artists books, he wrote illustrated and paper-engineered his books

**One individual artists creation**

**(which is what I attempted to do).**

**AGAINST THE ODDS**

**In a contemporary context**

## ***Abstract summary***

### Second section of paper

- Paper-engineering incorporated into the Communication Design degree at AUT University
- First-year Graphic Design paper: *History, Culture, Context 1*
- Second-year: *Elective Project [Paper Engineering]*.
- 'How old and new technologies might be combined to retain the best of analogue/interactive books



Practical demonstration of Lothar Megendorfer's paper-engineering pivoted action and the principles of euclidean geometry



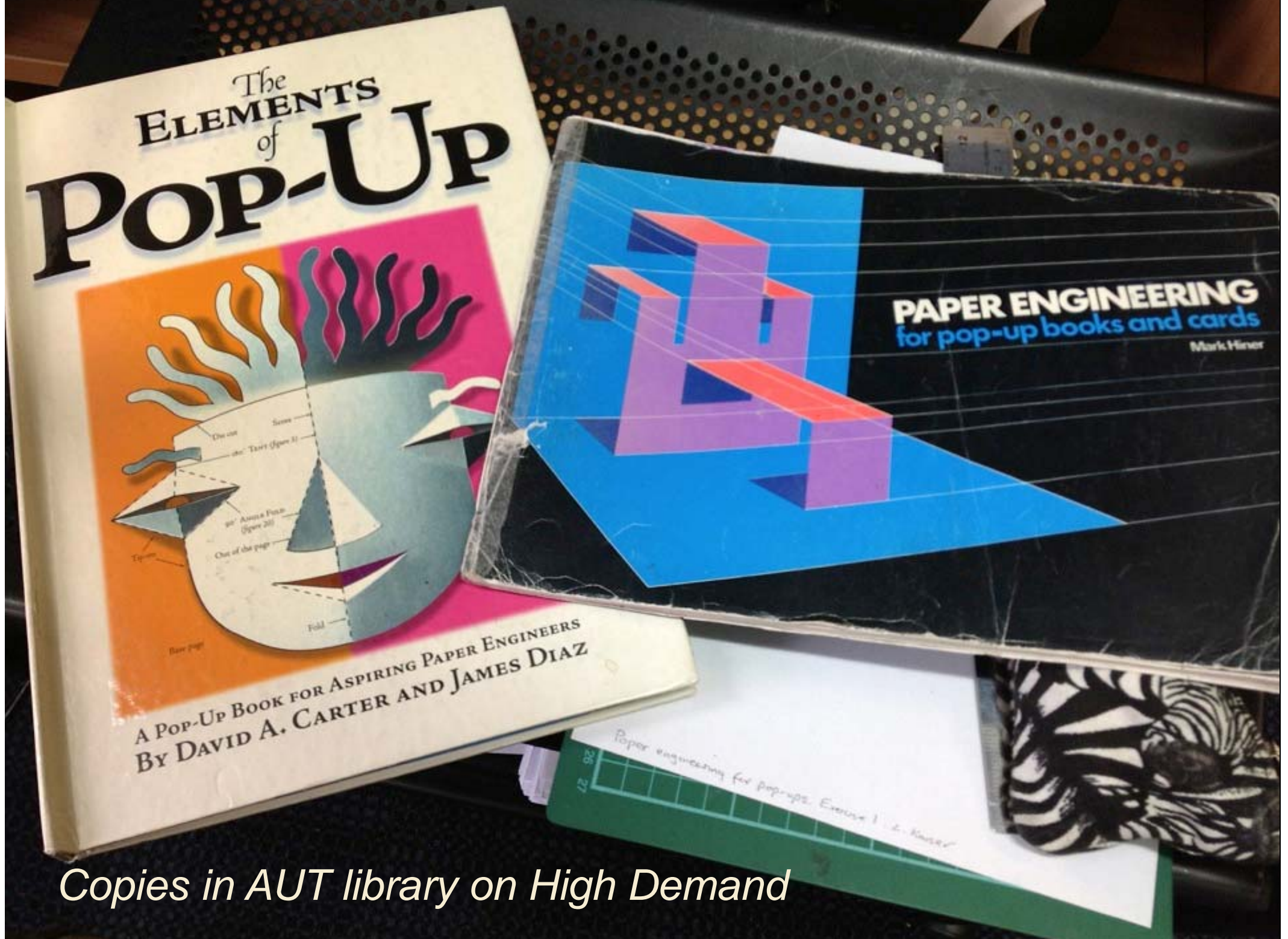
I show examples of pop-up books in my personal collection



I show examples of pop-up books in my personal collection



Practical demo using instructional books I have put in AUT's library



*Copies in AUT library on High Demand*

## Paper engineering demo 1

David A.Carter and James Diaz, (1999),  
*The Elements of Pop-Up*

Mark Hiner, (1996), *Paper Engineering for pop-up*

Three copies in AUT library (two on High Demand)

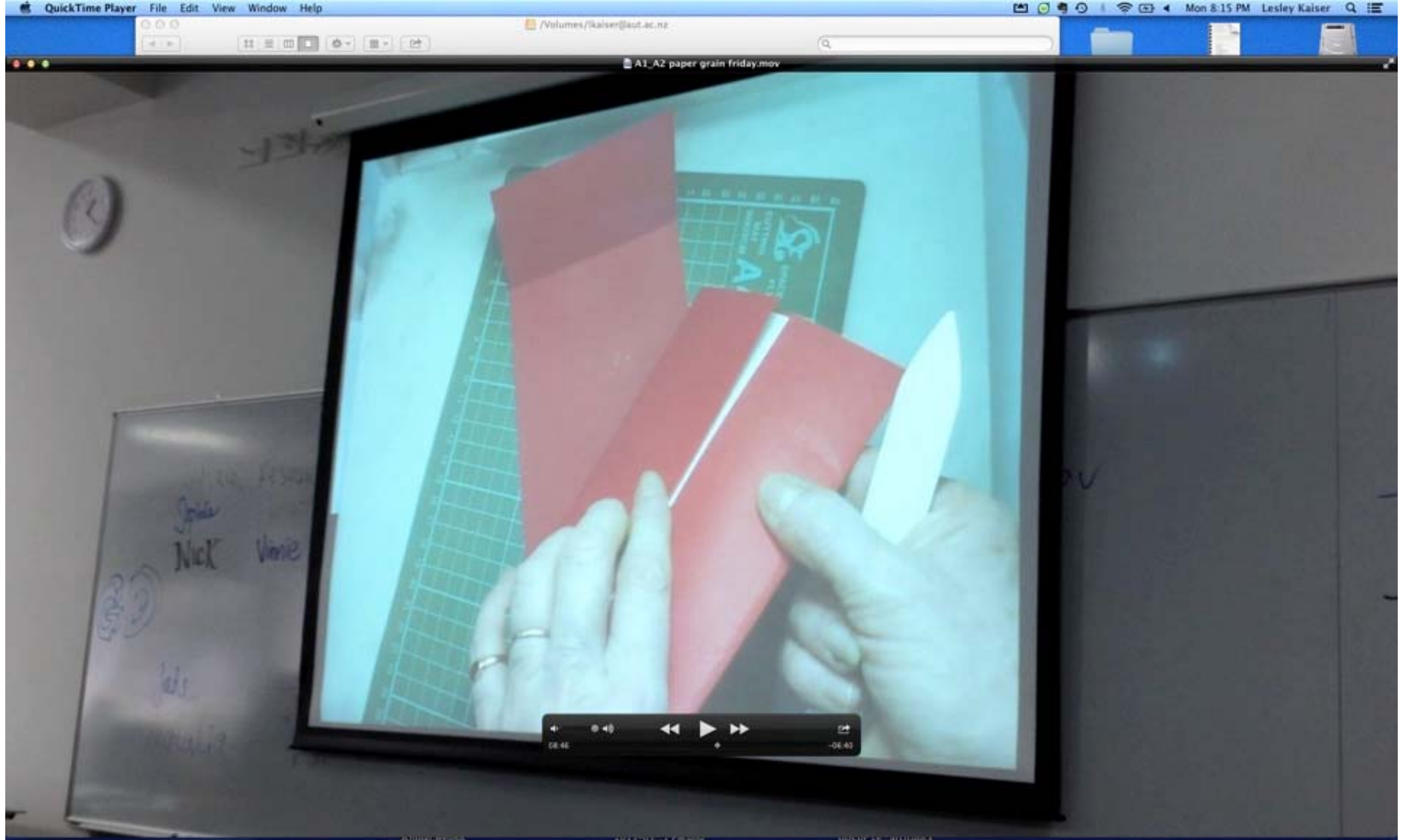


*iPhone used to  
video/photo:*

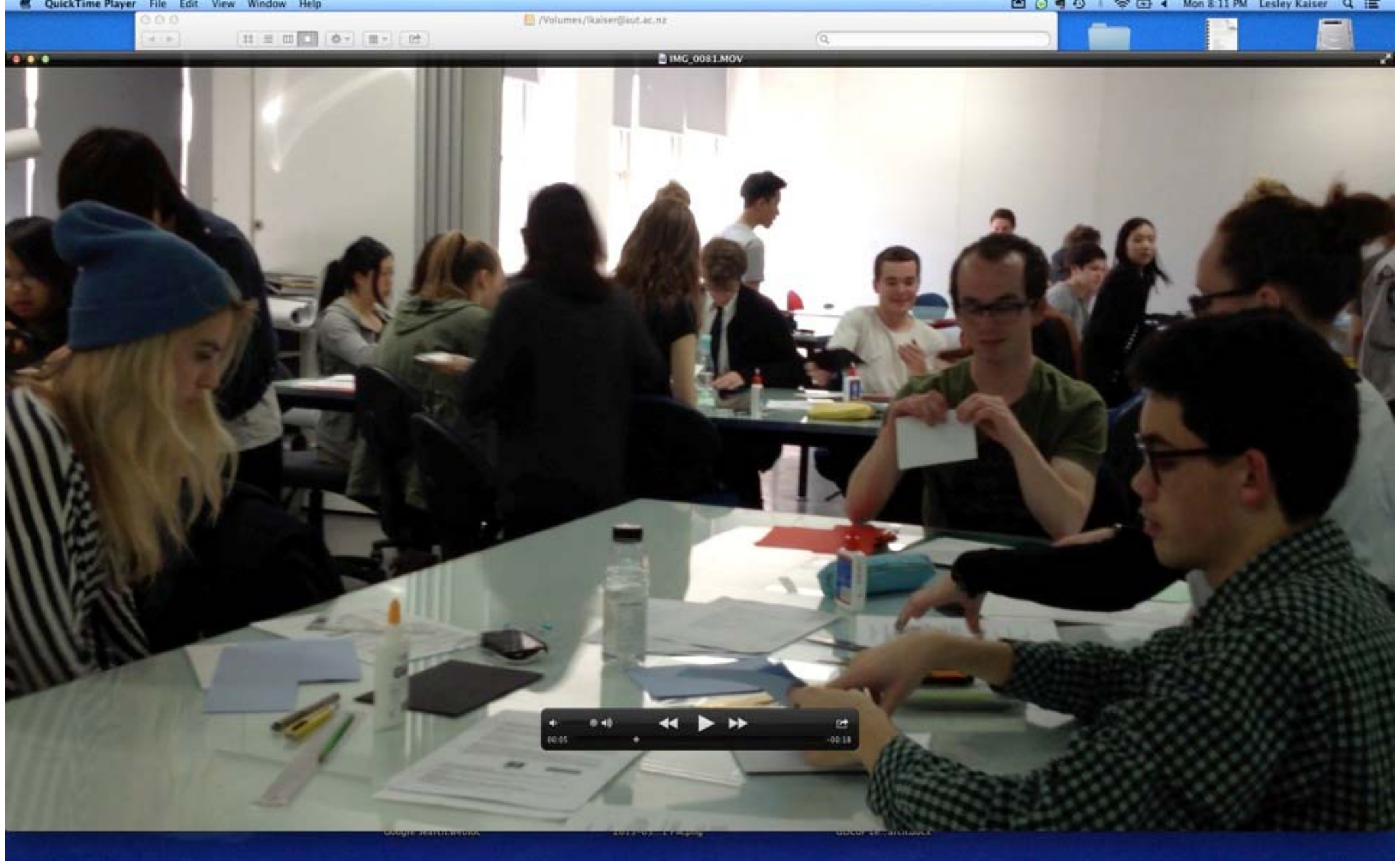
*paper-engineering and  
book-binding tutorials.  
lectures, and guest  
lectures*



To demo techniques to 130 students at once  
I use an over-head projector connected to a data show –  
cooking show format with pre-made components



overhead projector connected to a data show – to demo basics  
to students in lecture mode



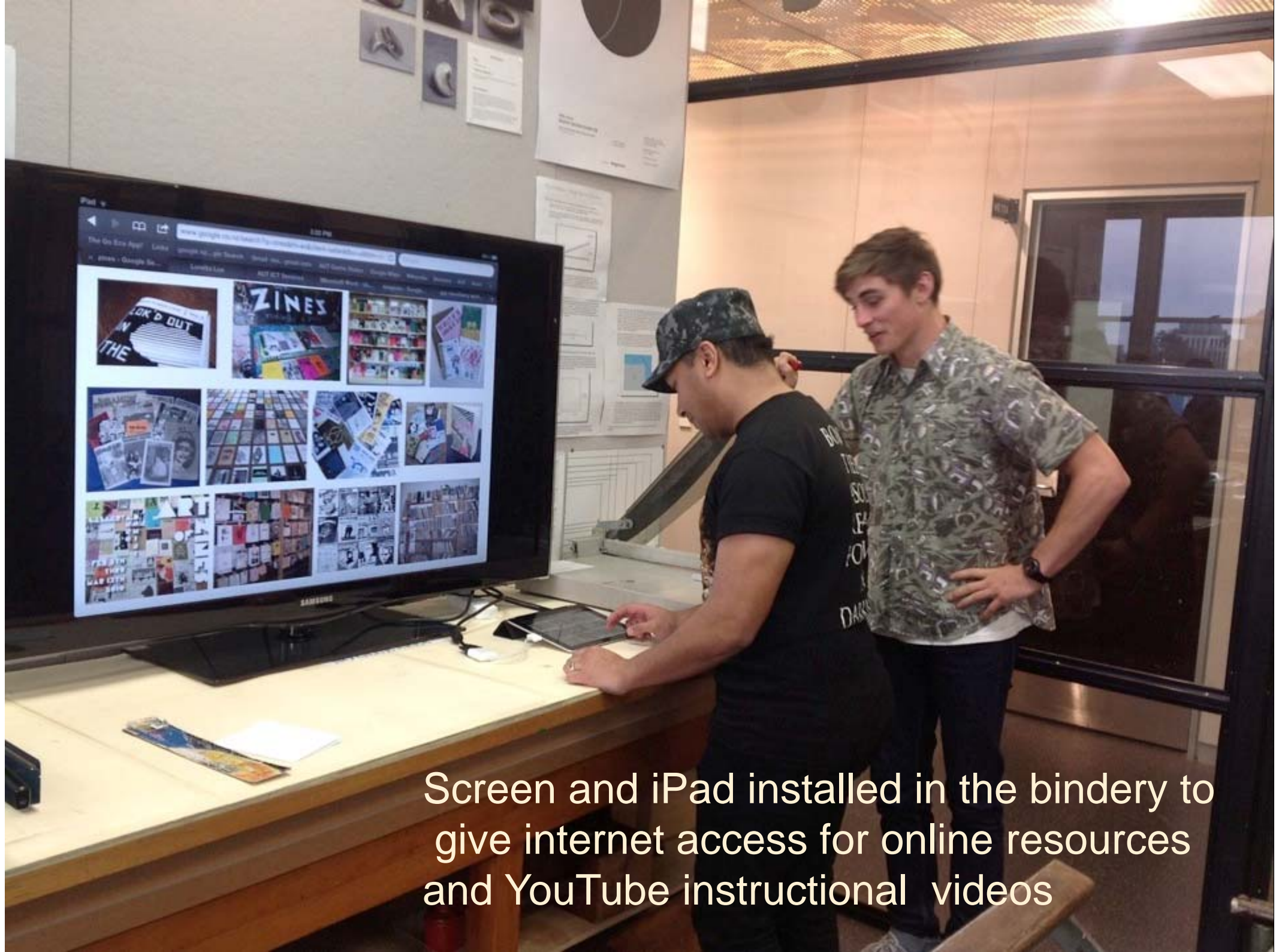
Demo followed by workshop for students using pre-cut components



AUT University bindery 2012



*Students make good use of the bindery*



Screen and iPad installed in the bindery to give internet access for online resources and YouTube instructional videos



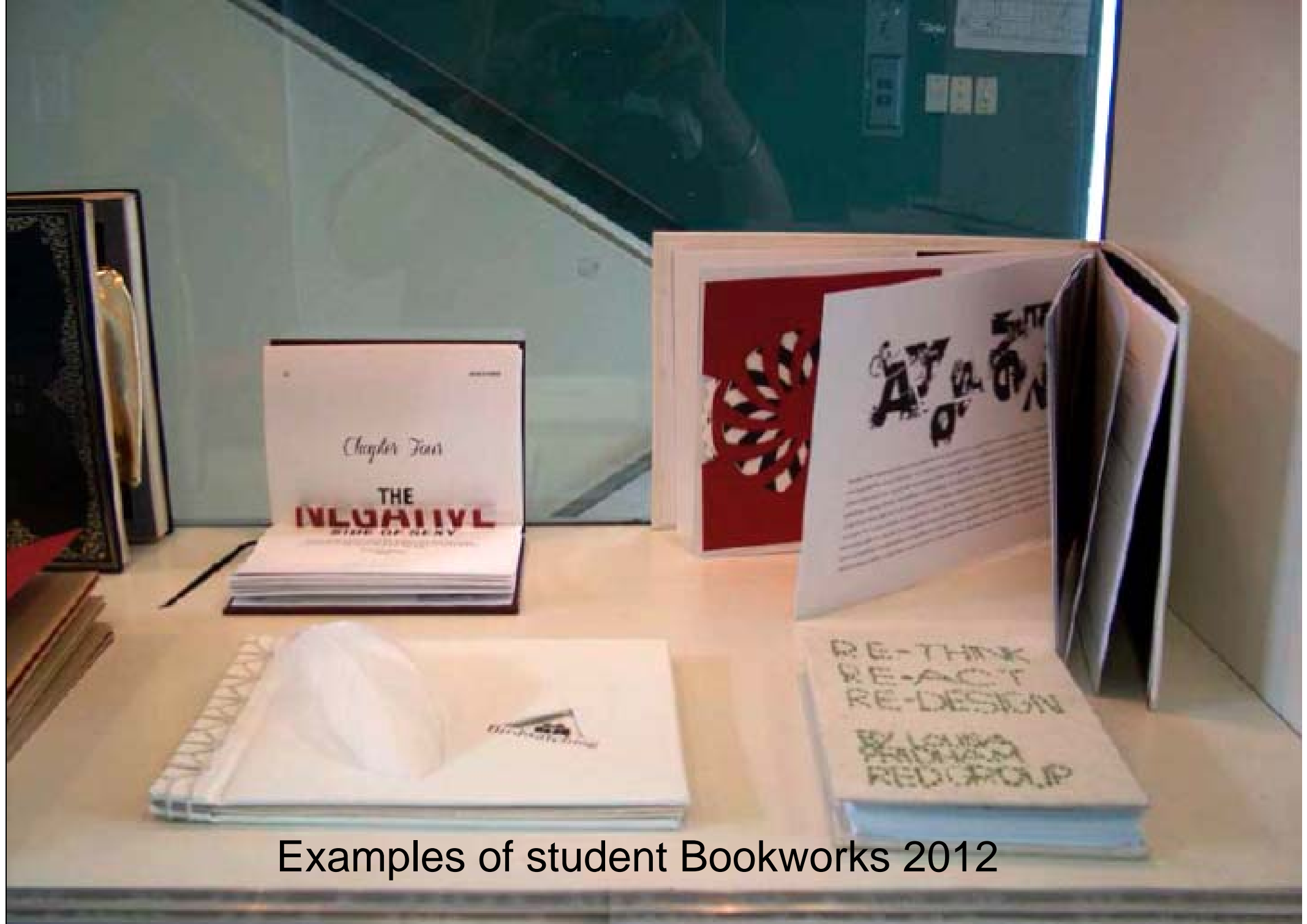
Some students use paper-engineering in multimodal bookworks  
*Modern Caveman, Vinnie Bi, 2012. Contemporary interpretations  
of Plato's cave*





Morgan Taipei, *Memory*





Examples of student Bookworks 2012

## Chapter Four

# THE NEGATIVE SIDE OF SEXY

*"In the hypersexual culture the woman who has won is the woman who foregrounds her physical perfection and silences any discomfort she may feel."*

Natasha Walter  
2010

(Walter, 2010, p. 125)

THE  
**BOOK** &  
THE  
**BRAIN**

The title is rendered in a highly decorative, black-and-white typographic style. The word 'BOOK' is in a large, bold, serif font, with each letter filled with intricate, swirling floral and vine patterns. The ampersand is a classic, elegant script. The word 'BRAIN' is also in a large, bold, serif font, with similar decorative patterns. The word 'THE' appears twice, in a smaller, simpler serif font, once above 'BOOK' and once to the right of 'BOOK'. The overall design is ornate and visually rich.

HOW THE FUTURE OF READING IS CHANGING THE BRAIN

BY VARNIA CARTER



*The Book & the  
Brain, Varnia Carter,  
2012*

RE-THINK  
RE-ACT



Elective Project : Paper-engineering 2013





*Home*, 2013, Varnia Carter



Varnia Carter



*Home, 2013, Varnia Carter.*



OUT OF THE BLUE  
THE CROWD GOES WILD  
POLICE TEN 7  
INTERPH JOHNSONS  
FIRST CROSSINGS  
THE NZ WARS  
I AM TV  
COTE  
TARGET  
HOLMES  
CLOSE UP  
EPIPH  
NZ IDOL  
GLONS  
20/20  
60 MINUTES  
GOOD MORNING  
TAGATA PASIFKA  
IONO AND BEN AT TEN  
BEYOND THE DARKLANDS

RINGS TRILOGY  
TEENERS  
SAMURAI  
LEE  
FOOTST  
2  
MEN  
PIN  
PALACE  
PORK PIE  
LECHOW  
NOWHERE

ASTI  
KEN  
COREN  
COOKIN  
ST. JAR

7 SHARP  
THE BLUE ROSE  
SUPERCITY  
7 DAYS  
YOU AND ME

THE ALMIGHTY JOHNSONS  
COUNTRY CALENDAR  
THE CROWD GOES WILD  
POLICE TEN 7  
INTERPH JOHNSONS  
FIRST CROSSINGS  
THE NZ WARS  
I AM TV  
COTE  
TARGET  
HOLMES  
CLOSE UP  
EPIPH  
NZ IDOL  
GLONS  
20/20  
60 MINUTES  
GOOD MORNING  
TAGATA PASIFKA  
IONO AND BEN AT TEN  
BEYOND THE DARKLANDS

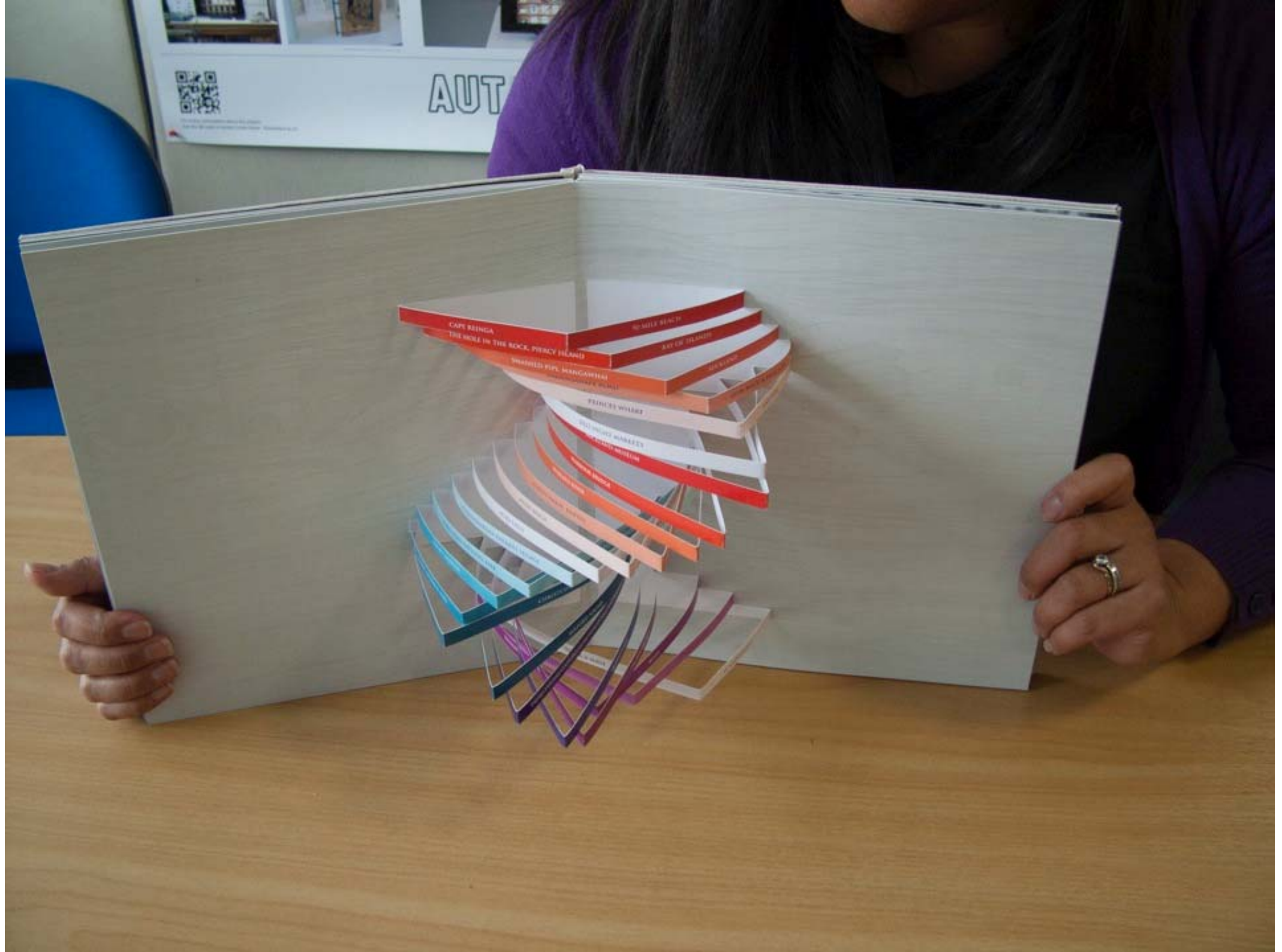
BREAKFAST  
ONE NEWS  
TV 3 NEWS  
PRIME NEWS  
C4

THE LITTLE BLAZE  
HOLMES, DAVE DOPPEL, HERES  
SPLIT ENZ, ALAN MCDIARMID, JONAH LOMU  
JOHN CAMPBELL, HANISH CARTER, SCOTT DOWD  
MICHAEL CAMPBELL, JUVIN WALKER, EIMERA  
WILLIAM APATA, DANIEL LONGBR, PIG TESS  
JOSAN DAVON, LUCY LAWLESS, JOHN PULE  
ERIAN WILLIAMS, WINSTON PETERS, RABE  
L'ERAN, TRILLISE COOPER, KIRIEL, SUSAN MYSTER, TARA WHITT

KATE SHEPHERD, FRIZZY RUTHERFORD, MICHAEL JOSEPH SAVAGE, AFRANK HOGATA,  
 SIR PETER SHEEL, WILLIAM PICKERING, COLIN HEARD, DAME WILMA COOPER,  
 KATHERINE MANSFIELD, RICHARD REDDON, HONE HERE, WILLIAM HOBBSON,  
 SIR GEORGE GREY, DR FREDERICK TRUBY KING, SIR BRIAN BARRETT ROYES,  
 SMITH & CAUGHEY, JANET FRAME, RICHARD PEARSE, SIR JULIUS VOGLER,  
 MAURICE WILKINS, MABEL HOWARD, SIR BERNARD FREYBERG, THE ENDEAVOUR,  
 SIR KEITH PARK, JACK LOVELL, DR JOHN REDDIAR, JAMES E. BAXTER,  
 DR FRED HOLLOWS, SIR MURRAY HALBERG, REEL FINN, DAVID JANGE,  
 SIR ROBERT MULZOOM, THOMAS EDMONDS, COLIN MCCABON, NZ HERALD,  
 REV SAMUEL MARSDEN, PETER FRASER, JOHN CLARKE, ANZACK, ETTIE KENT,  
 ARTHUR LYDIARD, SIR JAMES WATTEL, TIM FINN, SIR BILL HAMILTON,  
 NORMAN KIRK, BILL GALLAGHER, DR MICHAEL KING, FRANCES RODGINS,  
 GEORGE NEPIA, SIR JAMES FLETCHER, MOTHER AUBERT, CHARLES HEAPHY,  
 A.H. REED, FRANK SARGSON, TREATY OF WAITANGI, SIR ROGER DOUGLAS,  
 DR MATTHEW DURING, HONGI HIKI, SIR DAVID LOW, KATE EDGER,  
 DAME MARIE CLAY, REWI ALLEY, THOMAS ELLISON, RALPH HOTERE,  
 SIR KEITH SINCLAIR, CHARLES GOLDIE, JOHN MINTO, RUDALL HAYWARD,  
 RUSSELL COUTTS, PETER MAHON, DENNY HULME, JAMES COOK,  
 ABEI TAMAN, SIR HAROLD GILLIES, DAME SILVIA CARTWRIGHT,  
 COMMONWEALTH GAMES, CATHEDRAL SQUARE, QUEEN ELIZABETH,  
 MT TARAWERA ERUPTION, PINK & WHITE TERRACES, COLIN MURDOCH,  
 ELIZABETH YAPES, LABOUR DAY, MALCOLM CHAMPION, INFLUENZA EPIDEMIC,  
 ALL BLACK INVINCIBLES, NAPIER EARTHQUAKE, WWII POLIO EPIDEMIC,  
 EYNE COX, MAORI LAND MARCH, BASTION POINT, MT EREBUS DISASTER,  
 SOUTH AFRICA RUGBY TEAM CONFLICT, RAINBOW WARRIOR, JIM BOLGER.



Elastic band popup





Varnia Carter, *Our Polar Apothegms*, 2012. Laser cut cover



Lise Koks, 2013, *Hand Shadow Puppets*



Lise Koks, 2013.



Lise Koks, 2013.



Lise Koks, 2013.



*Paper-engineering  
Elective 2013*

Jean Batten's Travels

# Who Needs Wings to Fly?



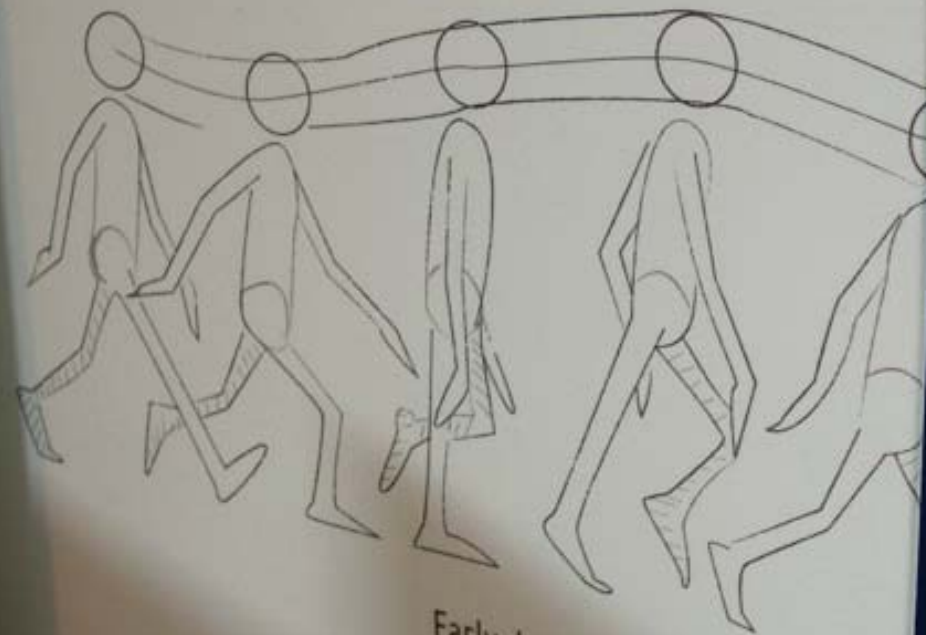
Limited Edition Pop-Up Book

*Who needs wings to fly, 2013, Elisa Metz*

They meet the Indian Elephant:  
"Who needs wings to fly? I have big ears  
which take me high."



*Who needs wings to fly*, 2013, Elisa Metz



Early days of Animation  
Astrid Möller, 2013

*Early days of animation, 2013, Astrid Möller*



*Early days of animation, 2013, Astrid Möller*



Astrid Möller

# SAILOR SAM



WRITTEN AND ILLUSTRATED BY  
LUCY HAWKINS

*Sailor Sam*  
Lucy Hawkins



Analiese van de Kwaak, Caricatures



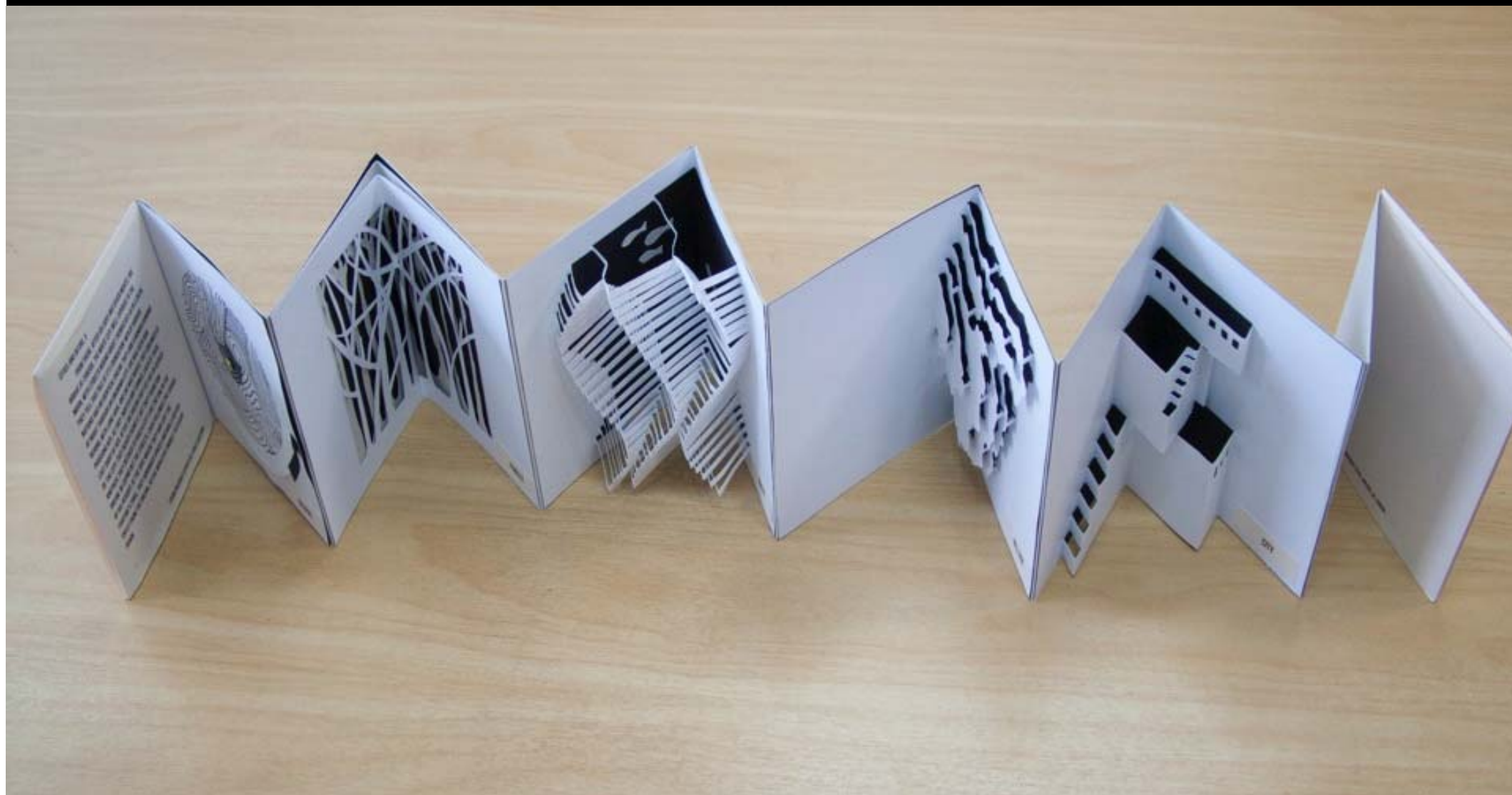
Use of metal rivets  
*Pop-Up Music*, Caitlin Finnerty



Julia-Telford Brown, *Landscapes*



Julia Telford-Brown, 2013, *Landscapes*



Julia Telford-Brown, 2013, *Landscapes*



Julia Telford-Brown



Paper-engineering elective, 2014

Currently on display at AUT WE block 3<sup>rd</sup> floor lift foyer



Esther Keyte Beattie, *Circus Royale*



*Moana Hibbs, 2014, Business card.*

**CASE  
FILE: 3**

**SUSPECT:  
SLITHER**

Sleek Vipe  
Also known as Slither.

She and her friends  
Snaps & Sharpy have  
been together since  
birth. After running  
away from home the three  
paired off and started  
recruiting members to be  
a part of their bandit  
called "Chacharoh". One  
of the three you don't  
want to get bit by.

**SKILLS**

- Speed
- Silence
- Swimming

**SUPER ABILITY**

- Hypnosis

**WANTED FOR:**

- Being involved with the  
Chacharoh Bandit.
- Disappearance of  
Darcy's Donut store  
manager "Diggy Simmons"

**LAST SEEN**

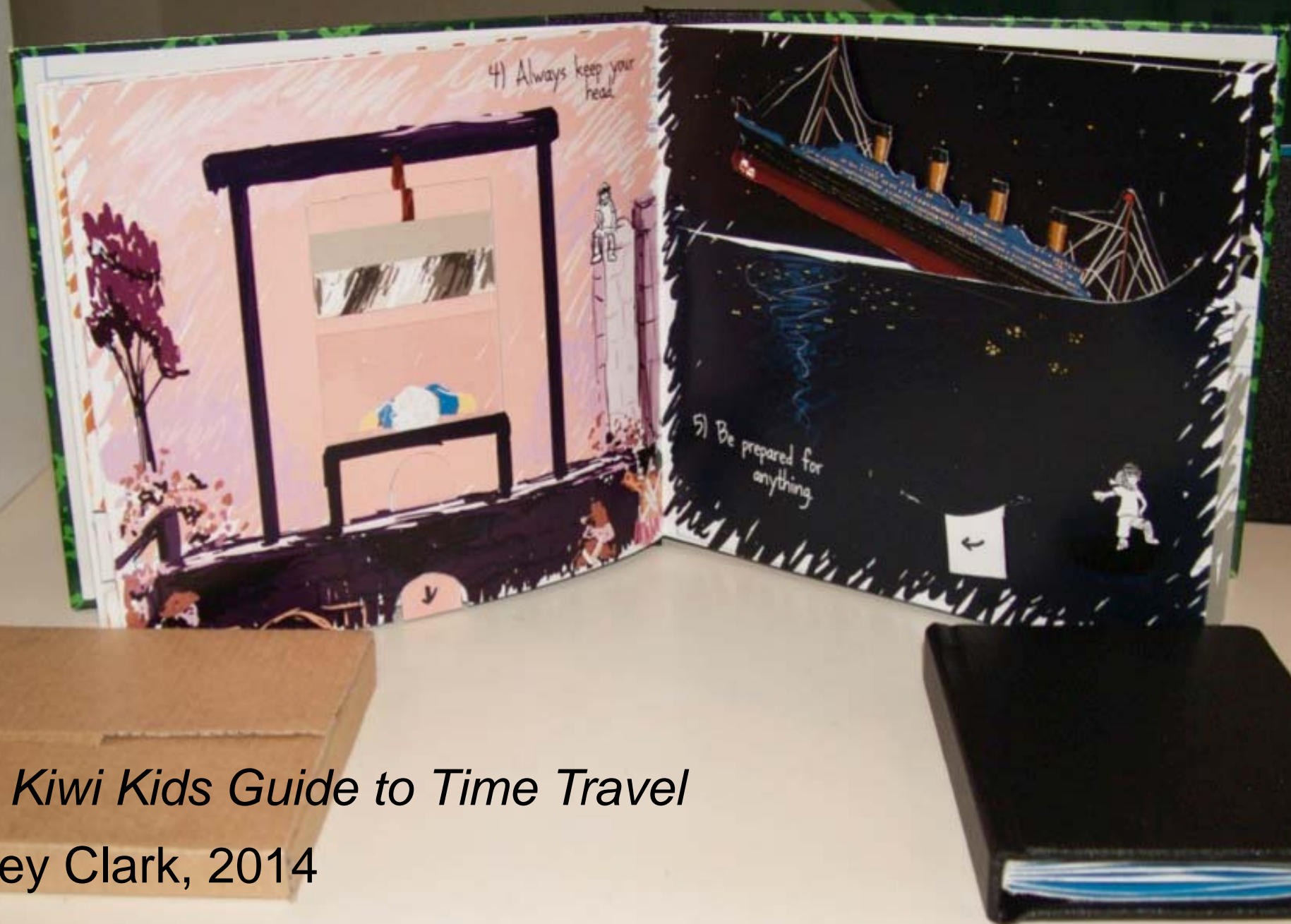
- 2 years ago moving out  
of a house in Cake town.



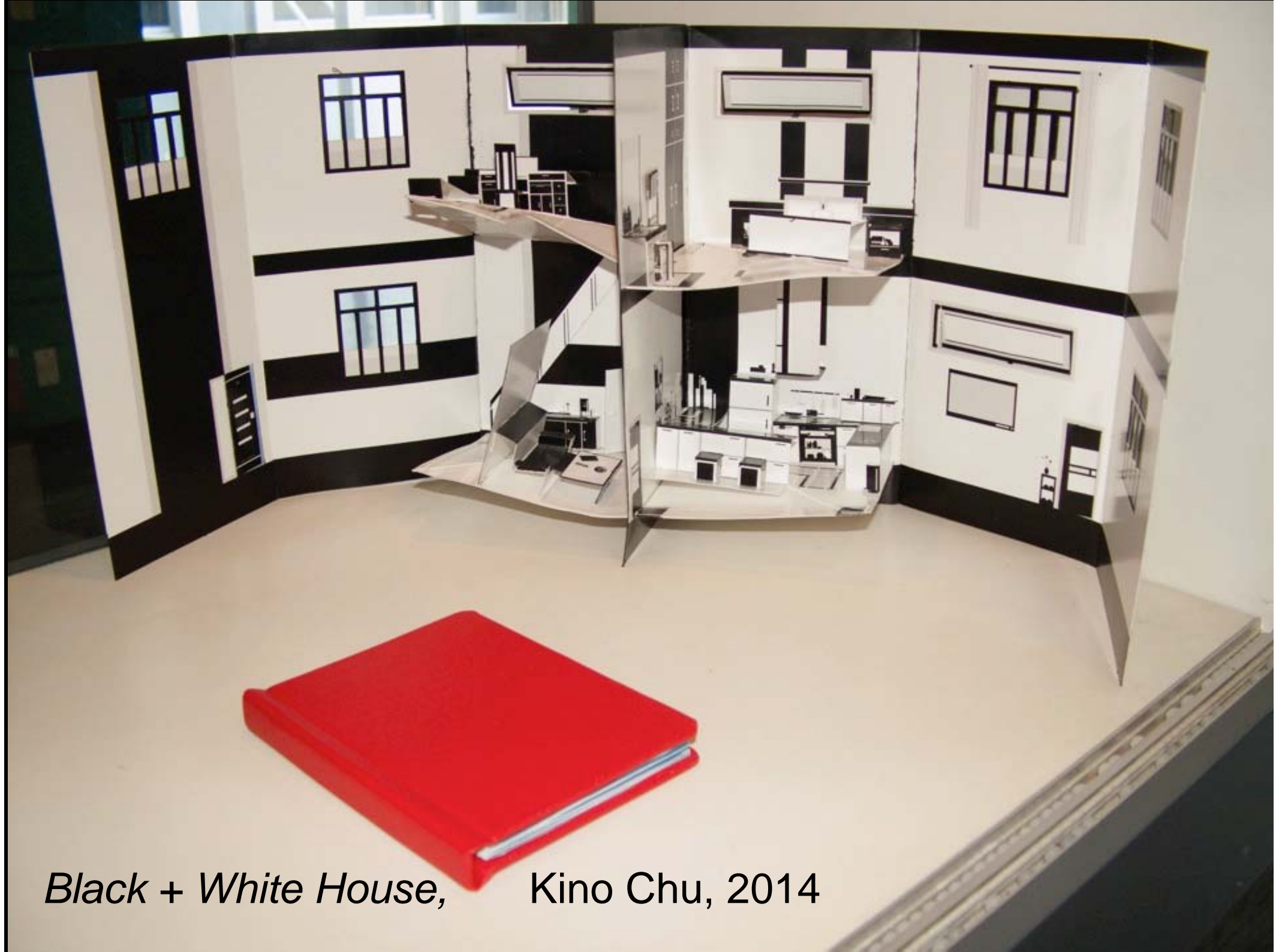
Hina Patel, *Chacharoh Bandit case files*



*The Kiwi Kids Guide to Time Travel, Casey Clark, 2014*



*The Kiwi Kids Guide to Time Travel*  
Casey Clark, 2014



*Black + White House,* Kino Chu, 2014



Kino Chu



Makiro Oyganina

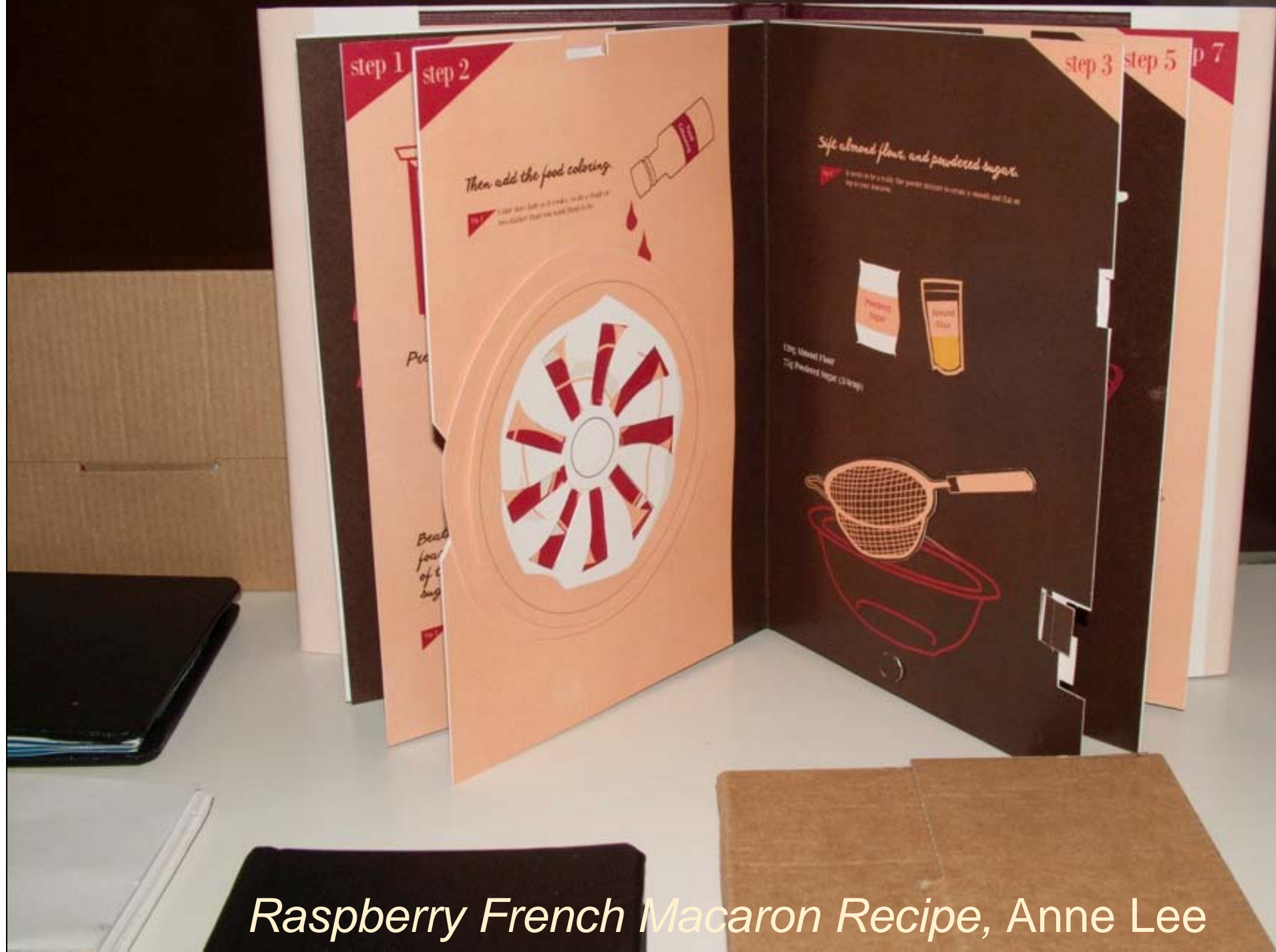


Emma Stewart



*Hang Ten, Emma Stewart*

*Raspberry French Macaron Recipe, Anne Lee*





*The Wizard of Oz*  
Angelina Kim



# ART + BOOK

## Last Section of Abstract

*How can movable books can retain value in a world of growing digital interactivity?*

Analogue and Digital complement each other.

**Maria Popova** showed ***The Naughty Nineties*** pop-up book as **animated gifs** on her **Brain Pickings blog**

Immediately after this blog, the price of the second-hand copies of ***the Naughty Nineties*** shot up in value ten-fold for a few weeks

<http://www.brainpickings.org/index.php/2012/07/12/the-naughty-nineties-pop-up-book-for-adults-only>

## The Naughty Nineties: A Victorian Pop-Up Book for Adults Only

by Maria Popova

*A pull-tab time machine of risqué rites.*

Being a lover of [unusual pop-up books](#) and [naughty Victoriana](#), imagine my delight at the discovery of [The Naughty Nineties: A Saucy Pop-Up Book for Adults Only](#) ([public library](#)) — a marvelous 1982 gem that transports you a century back, to the friskiest frontiers of Victorian society in the 1890s, illustrated in a black-and-white ink style reminiscent of [Edward Gorey's](#) and outfitted with various pull-tabs and paper mechanics for your playful pleasure.

And, hey, look — I made some animated GIFs of it. (Though they are no substitute for the analog-interactive real deal.)



## The Naughty Nineties: A Victorian Pop-Up Book for Adults Only

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21st century revival of *The Naughty Nineties: A Saucy Pop-Up Book for Adults* (1982). Mechanisms shown as animated gifs

# AGAINST THE ODDS

## Pop-Up books carry on in digital age

- Animated gifs capture movement
- explosion of pop-up book videos on YouTube in the last decade
- The ready availability of laser cutting facilities means that limited edition Pop-Up books are starting to proliferate as small editions of artists books
- the first children's pop-up books as iPad apps have appeared from LOUD CROW INTERACTIVE, Inc. Internet/software



Screenshots of the app PopOut! Peter the Rabbit – Lite.  
Paper-engineering cleverly adapted to the iPad screen.  
Free to download from iTunes

*Download full version from iTunes App store or view video at [PopOut!](#)  
[The Tale of Pete#801BFB](#)*

Currently looking at Pop-up books for iPads

For more, see my related paper accepted for *The International Journal of the Book*

‘Multimodal books in a tertiary context: Bridging the gap between traditional book arts and new technologies’.  
Lesley Kaiser, 2014.

Thank You

Email: [lesley.kaiser@aut.ac.nz](mailto:lesley.kaiser@aut.ac.nz)

Website: <http://lesleykaiser.com>

BLOG: lesleykaiser <http://lesleykaiser.wordpress.com/>



‘Multimodal books in a tertiary context: Bridging the gap between traditional book arts and new technologies’.

*The International Journal of the Book*

Lesley Kaiser, 2014



*The End*